

Community Engagement Coordinator
Food Literacy Center
Sacramento, CA

About Us:

At Food Literacy Center, ***we inspire kids to eat their vegetables***. Food Literacy Center came to life in July 2011 to fill a critical gap: we engage volunteers, AmeriCorps members and staff to help individuals improve their knowledge, attitude, and behavior towards real food. Partnering with afterschool programs and libraries, we teach food literacy education to 1,000 (and growing!) K-6th graders in low-income schools a week, using fun, approachable lessons teaching kids to cook, about nutrition, and where their food comes from. Our kids become food adventurers!

Why our work matters:

- Despite being America's Farm-to-Fork Capital, Sacramento has a 40% childhood obesity rate, and many students and families live in food deserts.
- Overweight kids have a 70-80% chance of staying overweight for their entire lives, and obesity disproportionately affects low-income and minority children.
- Obesity is now regarded as more damaging than smoking or drinking.
- Being overweight can negatively impact a child's self-esteem, behavior, friendships, and academic performance.
- All of these problems are preventable--if we eat our vegetables. But we have two generations of Americans who do not know how. That's where we come in.

We believe food literacy matters. Learn more about us at www.foodliteracycenter.org.

About this peachy position:

The Community Engagement Coordinator is an exciting new full-time role at Food Literacy Center. Reporting to the Marketing and Events Specialist, this role supports a variety of work for the agency on a daily basis, specifically focused on building an engaged community through marketing, social media and events. This is a fantastic role for someone who loves details and wants to learn the ins and outs of community engagement in a growing nonprofit where no two days will look alike!

Here's what you'll do as our chicory Community Coordinator:

Provide key marketing and communication administration and support, with a goal of developing and engaging a highly diverse audience through multiple community and communications channels. Assist Marketing & Events Specialist in achieving goals aligned annual and individual campaign plans. Work in tandem with marketing and development team to build and maintain key relationships with multiple constituents, including volunteers, committee members, vendors, social influencers, and partners.

- Draft marketing materials, including website content, external communications pieces, committee and volunteer communications, print materials and more.
- Assist with quarterly print projects from soup to nuts, including print quotes, mail house support, timelines, etc.
- Organize and maintain photo library, ensuring "mission moments" are updated weekly.
- Assist in website maintenance, including minimum of weekly updates, by updating event information, adding sponsors and funders, dineSMART restaurant information, etc..
- Assist in maintaining up-to-date information for all online branded media.
- Support Marketing & Events Specialist in accurate reporting of marketing campaigns.

- Provide support for dineSMART program, including updating and maintenance of collateral material.

Social Media

- Follow editorial calendar by posting relevant, engaging information that follows the Food Literacy Brand Guide.
- Develop content that increases following by 500 quarterly, increasing over time
- Maintain profiles on external sites such as Guidestar, Giving Edge, LinkedIn, Facebook, Instagram and Twitter
- Assist with marketing campaigns including Big Day of Giving (raising \$15K) and Food Literacy Membership Drive (raising \$40K). Track and report results and provide feedback for increased success.

Graphic Design.

- Design and draft digital and print materials, including flyers, newsletters, and other promotional materials.
- Create timelines for each design project and keep project on schedule, including Annual Report, mailings, promotional collateral, etc.
- Coordinate with external graphic design partners in material creation.

Public Relations

- Maintain updated media list.
- Draft press releases and pitch media stories to local media for CEO to serve as spokesperson. Secure 1-4 media placements for CEO quarterly.
- Maintain event details on online press calendars
- Conduct research for donor and marketing projects
- Train community volunteers to serve as spokespeople
- Represent and speak at community events, including United Way, churches, clubs, and other local events.

Event Support

- Support event logistics, from soup to nuts
- Support in building and maintaining vendor relationships
- Work closely with Volunteer Coordinator to ensure events are fully staffed, with a particular focus on the Food Film Festival.
- Mandatory attendance at all major events, which will require some nights and weekends.

Other duties as assigned.

As Community Coordinator, you'll exhibit these competencies:

- Communication: Demonstrate clear written and verbal communication skills. Keeps all team members in the loop consistently.
- Achievement Orientation: Demonstrates an ability to meet and exceed goals and expectations. Lives up to the high standard the community expects of our nonprofit.
- Project Management: Able to manage competing priorities at once. Keep a focus on results and is highly organized.

- Relationship Management: Work effectively with all members of the team, and builds and maintains dozens of positive community relationships for the organization. Manage up and sideways.
- Detail Orientation: Have an eye for details, ensuring no balls are dropped and work produced lives up the high standard of the non-profit.
- Customer Service: Willing to serve a range of internal and external audiences with a positive attitude, including senior executives, board members, AmeriCorps members, volunteers, donors, staff, etc., and to help with a wide variety of tasks.

All about you!

You'll be successful in this position if you

- Have 1-3 years prior experiences in community engagement and outreach, marketing, public relations, and/or social media experience, with a drive and desire to dive in and learn more.
- Have a deep commitment to the mission of Food Literacy Center
- Are highly motivated, able to self-manage, flexible, able to multitask, maintain confidentiality of sensitive information
- Have experience living/working in the Sacramento region of California
- Have a bachelor's degree, or equivalent experience counts, too

Extra points if you

- Have experience working in a small, entrepreneurial, growing team
- Have an understanding or familiarity with local food, food systems, and nutrition
- Have experience working with food literacy and/or AmeriCorps programs
- Have basic cooking skills (Home cooking is OK!)

Other things to know:

We offer a unique, healthy work culture that celebrates teamwork and vegetable eating!

- This is a regular, full-time, non-exempt position (paid hourly) that is benefits-eligible. Compensation is competitive at \$12-14/hour, depending on experience.
- Benefits include cell phone reimbursement, health care, and a generous PTO package.
- Given that we are a start-up nonprofit in growth mode, a flexible schedule is necessary. This position does require some nights and weekends
- There is minimal travel required for this position. You'll need to be able to lift 40 lbs
- This position requires you to travel throughout Sacramento, so reliable transportation, a California driver's license and proof of insurance are required
- We love our veggies, so a vegetable costume may be worn on occasion!
- Because food literacy is at our core, we require all employees to successfully complete Food Literacy Academy certification
- Additionally, you must pass a Department of Justice background check and have a negative TB test

Ready to apply? Great!

Please submit a resume and thoughtful cover letter outlining the reasons you should be our Community Engagement Coordinator to carmen@foodliteracycenter.org, subject: Community Coordinator. Please include your compensation needs in your cover letter. This position will remain open until filled.

Food Literacy Center is an Equal Opportunity Employer. We encourage applicants of a diverse background to apply.